



WPLG

ORDER

Print Date 10/12/12 Page 1 of 18

Flight Dates 10/16/12-10/22/12

<u>WPLG</u>	<u>Product</u>	<u>Order Sep</u>	00:15:00
<u>Contract / Revision</u>	<u>261113</u> / <u>OBAMA SCHED C</u>	<u>Estimate #</u>	<u>1897</u>
<u>Original Date / Revision</u>	<u>Agency Com</u> 15%	<u>Alt Order #</u>	<u>06362241</u>
10/12/12	10/12/12	<u>Billing Type</u>	Cash
<u>Advertiser</u>	<u>Pol/B Obama/Pres/D</u>	<u>Order Type</u>	GENERAL
	<u>3050 K Street NW</u> <u>Suite 100</u> <u>Washington, DC 20007</u>	<u>Billing Cycle</u>	EOM/EOC
<u>Agency</u>	<u>GMMB</u>	<u>Billing Calendar</u>	BROADCAST
<u>Buying Contact</u>	<u>Sales Office</u> DC	<u>Demographic</u>	A35+
<u>3050 K Street NW</u> <u>Suite 100</u>	<u>Sales Region</u> NAT	<u>Rev Codes</u>	AGY POL CAND
	<u>Agency Ref</u>	<u>Product Codes</u>	PL-Presidential-Democrat
		<u>Priority</u>	P-2
		<u>Advertiser Ref</u>	

Primary Account Executive

Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

Order Share 100% Market Value 122500

Competing Station	% of Order	Amount
WBFS	%	0
WBZL	%	0
WFOR	%	0
WPXM	%	0
WSVN	%	0
WTVJ	%	0

Order Totals

Month		# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012		168	\$104,125.00	\$122,500.00	0.00	10/01/12	10/22/12	168	\$104,125.00	\$122,500.00
Totals		168	\$104,125.00	\$122,500.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Amount
1	WPLG	10/16/12	10/22/12	M-F 5a LCL News LCL 10 News @ 5am	CM	5-6am (5:00 AM-5:30 AM)	MTWTF--	:30	5	\$140.00	P-2	0.00	NM	5	\$625.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/16/12 - 10/22/12			MTWTF--		5	\$140.00	0.00								
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WPLG	10/16/12-10/22/12	M-F 5a LCL News See MG 1.6,1.7,1.8,1.9,1.10		5-6am		(5:00 AM-5:30 AM)TWThF----	:30	(\$140.00)	0.00	NM				
2	WPLG	10/16/12-10/22/12	M-F 5a LCL News See MG 1.6,1.7,1.8,1.9,1.10		5-6am		(5:00 AM-5:30 AM)TWThF----	:30	(\$140.00)	0.00	NM				
3	WPLG	10/16/12-10/22/12	M-F 5a LCL News See MG 1.6,1.7,1.8,1.9,1.10		5-6am		(5:00 AM-5:30 AM)TWThF----	:30	(\$140.00)	0.00	NM				
4	WPLG	10/16/12-10/22/12	M-F 5a LCL News See MG 1.6,1.7,1.8,1.9,1.10		5-6am		(5:00 AM-5:30 AM)TWThF----	:30	(\$140.00)	0.00	NM				
5	WPLG	10/16/12-10/22/12	M-F 5a LCL News See MG 1.6,1.7,1.8,1.9,1.10		5-6am		(5:00 AM-5:30 AM)TWThF----	:30	(\$140.00)	0.00	NM				
6	WPLG	10/16/12-10/22/12	M-F 5a LCL News  MG for 1.3,1.5,1.4,1.2,1.1		5-6am		(5:00 AM-5:30 AM)TWThF----	:30	\$125.00	0.00	NM				



WPLG

Print Date: 10/12/12

Page 2 of 18

Contract / Revision **261113** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/12/12/ 10/12/12

Order Sep 00:15:00

Advertiser **Pol/B Obama/Pres/D** Product **OBAMA SCHED C**Estimate # **1897**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals																
														Spots	Amount															
1	WPLG	10/16/12	10/22/12	M-F 5a LCL News	CM	5-6am	MTWTF--	:30	5	\$140.00	P-2	0.00	NM		5	\$625.00														
LCL 10 News @ 5am (5:00 AM-5:30 AM)																														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>																								
Week: 10/16/12		10/22/12		MTWTF--		5		\$140.00		0.00																				
Spot	Ch	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>																
		7 WPLG 10/16/12-10/22/12 M-F 5a LCL News		MG for 1.3,1.5,1.4,1.2,1.1		5-6am		(5:00 AM-5:30 AM)		MTWThF----		:30		\$125.00																
See MG 1.3,1.5,1.4,1.2,1.1																														
8 WPLG 10/16/12-10/22/12 M-F 5a LCL News																														
See MG 1.3,1.5,1.4,1.2,1.1																														
9 WPLG 10/16/12-10/22/12 M-F 5a LCL News																														
See MG 1.3,1.5,1.4,1.2,1.1																														
10 WPLG 10/16/12-10/22/12 M-F 5a LCL News																														
See MG 1.3,1.5,1.4,1.2,1.1																														
2	WPLG	10/16/12	10/22/12	M-F 5a LCL News	CM	5-6am	MTWTF--	:30	5	\$140.00	P-2	0.00	NM		5	\$625.00														
LCL 10 News @ 5am (5:30 AM-6:00 AM)																														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>																								
Week: 10/16/12		10/22/12		MTWTF--		5		\$140.00		0.00																				
Spot	Ch	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>																
		1 WPLG 10/16/12-10/22/12 M-F 5a LCL News		See MG 2,6,2,7,2,8,2,9,2,10		5-6am		(5:30 AM-6:00 AM)		MTWThF----		:30		(\$140.00)																
See MG 2,6,2,7,2,8,2,9,2,10																														
2 WPLG 10/16/12-10/22/12 M-F 5a LCL News																														
See MG 2,6,2,7,2,8,2,9,2,10																														
3 WPLG 10/16/12-10/22/12 M-F 5a LCL News																														
See MG 2,6,2,7,2,8,2,9,2,10																														
4 WPLG 10/16/12-10/22/12 M-F 5a LCL News																														
See MG 2,6,2,7,2,8,2,9,2,10																														
5 WPLG 10/16/12-10/22/12 M-F 5a LCL News																														
See MG 2,6,2,7,2,8,2,9,2,10																														
6	WPLG	10/16/12	10/22/12	M-F 5a LCL News	CM	5-6am	MTWTF--	:30	5	\$125.00	0.00	NM																		
See MG for 2,5,2,2,2,1,2,4,2,3																														
7	WPLG	10/16/12	10/22/12	M-F 5a LCL News	CM	5-6am	MTWTF--	:30	5	\$125.00	0.00	NM																		
See MG for 2,5,2,2,2,1,2,4,2,3																														
8	WPLG	10/16/12	10/22/12	M-F 5a LCL News	CM	5-6am	MTWTF--	:30	5	\$125.00	0.00	NM																		
See MG for 2,5,2,2,2,1,2,4,2,3																														
9	WPLG	10/16/12	10/22/12	M-F 5a LCL News	CM	5-6am	MTWTF--	:30	5	\$125.00	0.00	NM																		
See MG for 2,5,2,2,2,1,2,4,2,3																														
10	WPLG	10/16/12	10/22/12	M-F 5a LCL News	CM	5-6am	MTWTF--	:30	5	\$125.00	0.00	NM																		
See MG for 2,5,2,2,2,1,2,4,2,3																														
3	WPLG	10/16/12	10/22/12	M-F 6a LCL News	CM	6-7am	MTWTF--	:30	5	\$250.00	P-2	0.00	NM		5	\$1,250.00														
LCL 10 News @ 6am (6:00 AM-6:30 AM)																														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>																								
Week: 10/16/12		10/22/12		MTWTF--		5		\$250.00		0.00																				
4	WPLG	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>																
		10/16/12		10/22/12		M-F 6a LCL News		CM		6-7am		MTWTF--		:30																
LCL 10 News @ 6am (6:30 AM-7:00 AM)																														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>																								
Week: 10/16/12		10/22/12		MTWTF--		5		\$250.00		0.00																				
5	WPLG	10/16/12	10/22/12	M-F 7-9a GMA	CM	7-9am	MTWTF--	:30	6	\$250.00	P-2	0.00	NM		6	\$1,500.00														
Good Morning America (7:00 AM-8:00 AM)																														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>																								
Week: 10/16/12		10/22/12		MTWTF--		6		\$250.00		0.00																				



WPLG

Print Date: 10/12/12

Page 3 of 18

Contract / Revision

261113 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/12/12/ 10/12/12

Order Sep 00:15:00

Advertiser Pol/B Obama/Pres/D

Product OBAMA SCHED C

Estimate # 1897

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
																	Amount
6	WPLG	10/16/12	10/22/12	M-F	7-9a GMA Good Morning America	CM	7-9am (8:00 AM-9:00 AM)		MTWTF--	:30	6	\$250.00	P-2	0.00	NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 10/16/12	10/22/12	MTWTF--		6	\$250.00	0.00									
7	WPLG	10/20/12	10/20/12	SAT	5:30am LCL News CM SAT/5:30a-6a LCL New	CM	5:30a-6a (5:30 AM-6:00 AM)		-----1-	:30	1	\$25.00	P-2	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 10/15/12	10/21/12	-----1-		1	\$25.00	0.00									
8	WPLG	10/20/12	10/20/12	6AM-Sat	LCL 10 News CM Local 10 News Sat @	CM	6-7am (6:00 AM-6:30 AM)		-----1-	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 10/15/12	10/21/12	-----1-		1	\$100.00	0.00									
9	WPLG	10/20/12	10/20/12	6AM-Sat	LCL 10 News CM Local 10 News Sat @	CM	6-7am (6:30 AM-7:00 AM)		-----1-	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 10/15/12	10/21/12	-----1-		1	\$100.00	0.00									
10	WPLG	10/20/12	10/20/12	7AM-Sat	LCL 10 News CM Local 10 News Sat @	CM	7-8am (7:00 AM-7:30 AM)		-----1-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 10/15/12	10/21/12	-----1-		1	\$250.00	0.00									
11	WPLG	10/20/12	10/20/12	7AM-Sat	LCL 10 News CM Local 10 News Sat @	CM	7-8am (7:30 AM-8:00 AM)		-----1-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 10/15/12	10/21/12	-----1-		1	\$250.00	0.00									
12	WPLG	10/20/12	10/20/12	Sa	GMA Sat/Good Morning Ame	CM	8-9am		-----1-	:30	1	\$300.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 10/15/12	10/21/12	-----1-		1	\$300.00	0.00									
	Spot	Ch	Date Range	Description			Start/End Time										
	1	WPLG	10/15/12-10/21/12	Sa GMA See MG 12.2			8-9am										
	2	NPLG	10/15/12-10/21/12	Sa GMA ⑩ MG for 12.1 10/20			8-9am										
13	WPLG	10/21/12	10/21/12	SUN	5:30a LCL News CM SUN/5:30-6A LCL NEWS	CM	5:30-6a (5:30 AM-6:00 AM)		-----1	:30	1	\$25.00	P-2	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 10/15/12	10/21/12	-----1		1	\$25.00	0.00									
14	WPLG	10/21/12	10/21/12	6AM-Sun	LCL 10 News CM Local 10 News Sunday	CM	6-7am (6:00 AM-6:30 AM)		-----1	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 10/15/12	10/21/12	-----1		1	\$100.00	0.00									
15	WPLG	10/21/12	10/21/12	6AM-Sun	LCL 10 News CM Local 10 News Sunday	CM	6-7am (6:30 AM-7:00 AM)		-----1	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 10/15/12	10/21/12	-----1		1	\$100.00	0.00									
16	WPLG	10/21/12	10/21/12	7a-Sun	LCL 10 News CM Local 10 News Sunday	CM	7-8am (7:00 AM-7:30 AM)		-----1	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 10/15/12	10/21/12	-----1		1	\$175.00	0.00									
17	WPLG	10/21/12	10/21/12	7a-Sun	LCL 10 News CM Local 10 News Sunday	CM	7-8am (7:30 AM-8:00 AM)		-----1	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00



WPLG

Print Date: 10/12/12

Page 4 of 18

Contract / Revision 261113 Flight Dates 10/16/12-10/22/12 Hiatus DatesOriginal Date / Revision 10/12/12/ 10/12/12 Order Sep 00:15:00Advertiser Pol/B Obama/Pres/D Product OBAMA SCHED C Estimate # 1897

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
17	WPLG	10/21/12	10/21/12	7a-Sun LCL 10 News	CM	7-8am	-----1	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00	
Local 10 News Sunday (7:30 AM-8:00 AM)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12		10/21/12	-----1			1	\$175.00		0.00							
18	WPLG	10/21/12	10/21/12	Su GMA	CM	8-9am	-----2	:30	2	\$275.00	P-2	0.00	NM	2	\$550.00	
Su GMA																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12		10/21/12	-----2			2	\$275.00		0.00							
19	WPLG	10/16/12	10/22/12	M-F 9a Live/Kelly	CM	9-10a	MTWTF--	:30	5	\$150.00	P-2	0.00	NM	6	\$2,400.00	
Live With Kelly (9:00 AM-9:30 AM)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/16/12		10/22/12	MTWTF--			5	\$150.00		0.00							
<u>Spot</u> Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type																
1	WPLG	10/16/12-10/22/12	M-F 9a Live/Kelly		9-10a	(9:00 AM-9:30 AM)	MTWThF----	:30	(\$150.00)	0.00	NM					
See MG 19.10,19.11																
2	WPLG	10/16/12-10/22/12	M-F 9a Live/Kelly		9-10a	(9:00 AM-9:30 AM)	MTWThF----	:30	(\$150.00)	0.00	NM					
See MG 19.6,19.7,19.8,19.9 [oversell]																
3	WPLG	10/16/12-10/22/12	M-F 9a Live/Kelly		9-10a	(9:00 AM-9:30 AM)	MTWThF----	:30	(\$150.00)	0.00	NM					
See MG 19.6,19.7,19.8,19.9 [oversell]																
4	WPLG	10/16/12-10/22/12	M-F 9a Live/Kelly		9-10a	(9:00 AM-9:30 AM)	MTWThF----	:30	(\$150.00)	0.00	NM					
See MG 19.6,19.7,19.8,19.9 [oversell]																
5	WPLG	10/16/12-10/22/12	M-F 9a Live/Kelly		9-10a	(9:00 AM-9:30 AM)	MTWThF----	:30	(\$150.00)	0.00	NM					
See MG 19.6,19.7,19.8,19.9 [oversell]																
6	WPLG	10/16/12-10/22/12	M-F 9a Live/Kelly	④ MG for 19.2,19.3,19.5,19.4	9-10a	(9:00 AM-9:30 AM)	MTWThF----	:30	\$400.00	0.00	NM					
7	WPLG	10/16/12-10/22/12	M-F 9a Live/Kelly	④ MG for 19.2,19.3,19.5,19.4	9-10a	(9:00 AM-9:30 AM)	MTWThF----	:30	\$400.00	0.00	NM					
8	WPLG	10/16/12-10/22/12	M-F 9a Live/Kelly	④ MG for 19.2,19.3,19.5,19.4	9-10a	(9:00 AM-9:30 AM)	MTWThF----	:30	\$400.00	0.00	NM					
9	WPLG	10/16/12-10/22/12	M-F 9a Live/Kelly	④ MG for 19.2,19.3,19.5,19.4	9-10a	(9:00 AM-9:30 AM)	MTWThF----	:30	\$400.00	0.00	NM					
10	WPLG	10/16/12-10/22/12	M-F 9a Live/Kelly	④ MG for 20.2,19.1	9-10a	(9:00 AM-9:30 AM)	MTWThF----	:30	\$400.00	0.00	NM					
11	WPLG	10/16/12-10/22/12	M-F 9a Live/Kelly	④ MG for 20.2,19.1	9-10a	(9:30 AM-10:00 AM)	MTWThF----	:30	\$400.00	0.00	NM					
20	WPLG	10/16/12	10/22/12	M-F 9a Live/Kelly	CM	9-10a	MTWTF--	:30	5	\$150.00	P-2	0.00	NM	4	\$1,600.00	
Live With Kelly (9:30 AM-10:00 AM)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/16/12		10/22/12	MTWTF--			5	\$150.00		0.00							



WPLG

Print Date: 10/12/12

Page 6 of 18

Contract / Revision **261113** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/12/12/ 10/12/12

Order Sep 00:15:00

Advertiser Pol/B Obama/Pres/D

Product OBAMA SCHED C

Estimate # 1897



WPLG

Print Date: 10/12/12

Page 7 of 18

Contract / Revision**261113**Flight Dates **10/16/12-10/22/12**Hiatus DatesOriginal Date / Revision

10/12/12/ 10/12/12

Order Sep 00:15:00Advertiser **Pol/B Obama/Pres/D**Product **OBAMA SCHED C**Estimate # **1897**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
22	WPLG	10/16/12	10/22/12	M-F 10a Ricki Lake	CM	10-11a	MTWTF--	:30	5	\$125.00	P-2	0.00	NM	5	\$2,000.00
				Ricki Lake 9/10		(10:30 AM-11:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/16/12	10/22/12	MTWTF--		5	\$125.00	0.00							
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WPLG	10/16/12-10/22/12	M-F 10a Ricki Lake See MG 22.10		10-11a	(10:30 AM-11:00 MTWTF----)		:30	(\$125.00)	0.00	NM			
	2	WPLG	10/16/12-10/22/12	M-F 10a Ricki Lake See MG 22.6,22.7,22.8,22.9 [oversell]		10-11a	(10:30 AM-11:00 MTWTF----)		:30	(\$125.00)	0.00	NM			
	3	WPLG	10/16/12-10/22/12	M-F 10a Ricki Lake See MG 22.6,22.7,22.8,22.9 [oversell]		10-11a	(10:30 AM-11:00 MTWTF----)		:30	(\$125.00)	0.00	NM			
	4	WPLG	10/16/12-10/22/12	M-F 10a Ricki Lake See MG 22.6,22.7,22.8,22.9 [oversell]		10-11a	(10:30 AM-11:00 MTWTF----)		:30	(\$125.00)	0.00	NM			
	5	WPLG	10/16/12-10/22/12	M-F 10a Ricki Lake See MG 22.6,22.7,22.8,22.9 [oversell]		10-11a	(10:30 AM-11:00 MTWTF----)		:30	(\$125.00)	0.00	NM			
	6	WPLG	10/16/12-10/22/12	M-F 10a Ricki Lake ④ MG for 22.2,22.4,22.3,22.5		10-11a	(10:30 AM-11:00 MTWTF----)		:30	\$400.00	0.00	NM			
	7	WPLG	10/16/12-10/22/12	M-F 10a Ricki Lake ④ MG for 22.2,22.4,22.3,22.5		10-11a	(10:30 AM-11:00 MTWTF----)		:30	\$400.00	0.00	NM			
	8	WPLG	10/16/12-10/22/12	M-F 10a Ricki Lake ④ MG for 22.2,22.4,22.3,22.5		10-11a	(10:30 AM-11:00 MTWTF----)		:30	\$400.00	0.00	NM			
	9	WPLG	10/16/12-10/22/12	M-F 10a Ricki Lake ④ MG for 22.2,22.4,22.3,22.5		10-11a	(10:30 AM-11:00 MTWTF----)		:30	\$400.00	0.00	NM			
	10	WPLG	10/16/12-10/22/12	M-F 10a Ricki Lake ④ MG for 22.1 10/22		10-11a	(10:30 AM-11:00 MTWTF----)		:30	\$400.00	0.00	NM			
23	WPLG	10/16/12	10/22/12	M-F 11a The View M-F The View	CM	11-12n	MTWTF--	:30	5	\$175.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/16/12	10/22/12	MTWTF--		5	\$175.00	0.00							



WPLG

Print Date: 10/12/12

Page 8 of 18

Contract / Revision 261113 Flight Dates 10/16/12-10/22/12 Hiatus Dates
Original Date / Revision 10/12/12/ 10/12/12 Order Sep 00:15:00
Advertiser Pol/B Obama/Pres/D Product OBAMA SCHED C Estimate # 1897

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
23	WPLG	10/16/12	10/22/12	M-F 11a The View	CM	11-12n	MTWTF--	:30	5	\$175.00	P-2	0.00	NM	5	\$5,000.00	
M-F The View																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/16/12		10/22/12		MTWTF--		5	\$175.00		0.00							
Spot	Ch	Date Range		Description		Start/End Time				Weekdays		Length		Rate	Rtg	Type
1	WPLG	10/16/12-10/22/12	M-F 11a The View			11-12n				MTWThF----		:30	(\$175.00)	0.00	NM	
See MG 23.9,23.10																
2	WPLG	10/16/12-10/22/12	M-F 11a The View			11-12n				MTWThF----		:30	(\$175.00)	0.00	NM	
See MG 23.9,23.10																
3	WPLG	10/16/12-10/22/12	M-F 11a The View			11-12n				MTWThF----		:30	(\$175.00)	0.00	NM	
See MG 23.6,23.7,23.8																
[oversell]																
4	WPLG	10/16/12-10/22/12	M-F 11a The View			11-12n				MTWThF----		:30	(\$175.00)	0.00	NM	
See MG 23.6,23.7,23.8																
[oversell]																
5	WPLG	10/16/12-10/22/12	M-F 11a The View			11-12n				MTWThF----		:30	(\$175.00)	0.00	NM	
See MG 23.6,23.7,23.8																
[oversell]																
6	WPLG	10/16/12-10/22/12	M-F 11a The View			11-12n				MTWThF----		:30	\$1,000.00	0.00	NM	
④ MG for 23.5,23.3,23.4																
7	WPLG	10/16/12-10/22/12	M-F 11a The View			11-12n				MTWThF----		:30	\$1,000.00	0.00	NM	
④ MG for 23.5,23.3,23.4																
8	WPLG	10/16/12-10/22/12	M-F 11a The View			11-12n				MTWThF----		:30	\$1,000.00	0.00	NM	
④ MG for 23.5,23.3,23.4																
9	WPLG	10/16/12-10/22/12	M-F 11a The View			11-12n				MTWThF----		:30	\$1,000.00	0.00	NM	
④ MG for 23.2,23.1																
10	WPLG	10/16/12-10/22/12	M-F 11a The View			11-12n				MTWThF----		:30	\$1,000.00	0.00	NM	
④ MG for 23.2,23.1																
24	WPLG	10/16/12	10/22/12	M-F 12n News	CM	12-1PM	MTWTF--	:30	5	\$100.00	P-2	0.00	NM	4	\$1,600.00	
M-F LCL 10 News @ No (12:00 PM-12:30 PM)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/16/12		10/22/12		MTWTF--		5	\$100.00		0.00							



Contract / Revision 261113 Flight Dates 10/16/12-10/22/12 Hiatus Dates

Original Date / Revision 10/12/12/ 10/12/12 Order Sep 00:15:00

Advertiser Pol/B Obama/Pres/D Product OBAMA SCHED C Estimate # 1897

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
24	WPLG	10/16/12	10/22/12	M-F 12n News	CM	12-1PM	MTWTF--	:30	5	\$100.00	P-2	0.00	NM	4	\$1,600.00	
M-F LCL 10 News @ No (12:00 PM-12:30 PM)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/16/12		10/22/12		MTWTF--		5	\$100.00			0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	WPLG	10/16/12-10/22/12	M-F 12n News			12-1PM		(12:00 PM-12:30	MTWThF----	:30	(\$100.00)	0.00	NM			
See MG 24.6,24.7,24.8,24.9 [oversell]																
2	WPLG	10/16/12-10/22/12	M-F 12n News			12-1PM		(12:00 PM-12:30	MTWThF----	:30	(\$100.00)	0.00	NM			
See MG 24.6,24.7,24.8,24.9 [oversell]																
3	WPLG	10/16/12-10/22/12	M-F 12n News			12-1PM		(12:00 PM-12:30	MTWThF----	:30	(\$100.00)	0.00	NM			
See MG 25.10,25.11																
4	WPLG	10/16/12-10/22/12	M-F 12n News			12-1PM		(12:00 PM-12:30	MTWThF----	:30	(\$100.00)	0.00	NM			
See MG 24.6,24.7,24.8,24.9 [oversell]																
5	WPLG	10/16/12-10/22/12	M-F 12n News			12-1PM		(12:00 PM-12:30	MTWThF----	:30	(\$100.00)	0.00	NM			
See MG 24.6,24.7,24.8,24.9 [oversell]																
6	WPLG	10/16/12-10/22/12	M-F 12n News			12-1PM		(12:00 PM-12:30	MTWThF----	:30	\$400.00	0.00	NM			
④ MG for 24.1,24.2,24.5,24.4																
7	WPLG	10/16/12-10/22/12	M-F 12n News			12-1PM		(12:00 PM-12:30	MTWThF----	:30	\$400.00	0.00	NM			
④ MG for 24.1,24.2,24.5,24.4																
8	WPLG	10/16/12-10/22/12	M-F 12n News			12-1PM		(12:00 PM-12:30	MTWThF----	:30	\$400.00	0.00	NM			
④ MG for 24.1,24.2,24.5,24.4																
9	WPLG	10/16/12-10/22/12	M-F 12n News			12-1PM		(12:00 PM-12:30	MTWThF----	:30	\$400.00	0.00	NM			
④ MG for 24.1,24.2,24.5,24.4																
25	WPLG	10/16/12	10/22/12	M-F 12n News	CM	12-1PM	MTWTF--	:30	5	\$100.00	P-2	0.00	NM	6	\$2,400.00	
M-F LCL 10 News @ No (12:30 PM-1:00 PM)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/16/12		10/22/12		MTWTF--		5	\$100.00			0.00						



WPLG

Print Date: 10/12/12

Page 10 of 18

Contract / Revision 261113 Flight Dates 10/16/12-10/22/12 Hiatus DatesOriginal Date / Revision 10/12/12/ 10/12/12 Order Sep 00:15:00Advertiser Pol/B Obama/Pres/D Product OBAMA SCHED C Estimate # 1897

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
25	WPLG	10/16/12	10/22/12	M-F 12n News	CM	12-1PM	MTWTF--	:30	5	\$100.00	P-2	0.00	NM	6	\$2,400.00	
<u>M-F LCL 10 News @ No</u> (12:30 PM-1:00 PM)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	MTWTF--		5	\$100.00			0.00						
Spot	Ch	Date Range	Description			Start/End Time				Weekdays		Length		Rate	Rtg	Type
1	WPLG	10/16/12-10/22/12	M-F 12n News			12-1PM		(12:30 PM-1:00	MTWThF----	:30	(\$100.00)	0.00	NM			
<u>See MG 25.6,25.7,25.8,25.9</u> [oversell]																
2	WPLG	10/16/12-10/22/12	M-F 12n News			12-1PM		(12:30 PM-1:00	MTWThF----	:30	(\$100.00)	0.00	NM			
<u>See MG 25.6,25.7,25.8,25.9</u> [oversell]																
3	WPLG	10/16/12-10/22/12	M-F 12n News			12-1PM		(12:30 PM-1:00	MTWThF----	:30	(\$100.00)	0.00	NM			
<u>See MG 25.10,25.11</u>																
4	WPLG	10/16/12-10/22/12	M-F 12n News			12-1PM		(12:30 PM-1:00	MTWThF----	:30	(\$100.00)	0.00	NM			
<u>See MG 25.6,25.7,25.8,25.9</u> [oversell]																
5	WPLG	10/16/12-10/22/12	M-F 12n News			12-1PM		(12:30 PM-1:00	MTWThF----	:30	(\$100.00)	0.00	NM			
<u>See MG 25.6,25.7,25.8,25.9</u> [oversell]																
6	WPLG	10/16/12-10/22/12	M-F 12n News			12-1PM		(12:30 PM-1:00	MTWThF----	:30	\$400.00	0.00	NM			
<u>Ⓜ MG for 25.5,25.2,25.1,25.4</u>																
7	WPLG	10/16/12-10/22/12	M-F 12n News			12-1PM		(12:30 PM-1:00	MTWThF----	:30	\$400.00	0.00	NM			
<u>Ⓜ MG for 25.5,25.2,25.1,25.4</u>																
8	WPLG	10/16/12-10/22/12	M-F 12n News			12-1PM		(12:30 PM-1:00	MTWThF----	:30	\$400.00	0.00	NM			
<u>Ⓜ MG for 25.5,25.2,25.1,25.4</u>																
9	WPLG	10/16/12-10/22/12	M-F 12n News			12-1PM		(12:30 PM-1:00	MTWThF----	:30	\$400.00	0.00	NM			
<u>Ⓜ MG for 25.5,25.2,25.1,25.4</u>																
10	WPLG	10/16/12-10/22/12	M-F 12n News			12-1PM		(12:30 PM-1:00	MTWThF----	:30	\$400.00	0.00	NM			
<u>Ⓜ MG for 24.3,25.3</u>																
11	WPLG	10/16/12-10/22/12	M-F 12n News			12-1PM		(12:00 PM-12:30	MTWThF----	:30	\$400.00	0.00	NM			
<u>Ⓜ MG for 24.3,25.3</u>																
26	WPLG	10/16/12	10/22/12	M-F 1p The Chew	CM	1-2p	MTWTF--	:30	5	\$175.00	P-2	0.00	NM	5	\$2,250.00	
<u>The Chew</u> (1:00 PM-2:00 PM)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	MTWTF--		5	\$175.00			0.00						



WPLG

Print Date: 10/12/12

Page 12 of 18

Contract / Revision 261113 Flight Dates 10/16/12-10/22/12													Hiatus Dates			
Original Date / Revision 10/12/12/ 10/12/12													Order Sep 00:15:00			
Advertiser Pol/B Obama/Pres/D							Product OBAMA SCHED C						Estimate # 1897			
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Amount	
27	WPLG	10/16/12	10/22/12	M-F 2p Gen Hospital General Hospital	CM	2-3p	MTWTF--	:30	5	\$175.00	P-2	0.00	NM	5	\$2,250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	MTWTF--		5	\$175.00			0.00						
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
		1	WPLG	10/16/12-10/22/12	M-F 2p Gen Hospital		2-3p			MTWThF----		:30	(\$175.00)	0.00	NM	
				See MG 27.6,27.7 [oversell]												
		2	WPLG	10/16/12-10/22/12	M-F 2p Gen Hospital		2-3p			MTWThF----		:30	(\$175.00)	0.00	NM	
				See MG 27.8,27.9,27.10												
		3	WPLG	10/16/12-10/22/12	M-F 2p Gen Hospital		2-3p			MTWThF----		:30	(\$175.00)	0.00	NM	
				See MG 27.6,27.7 [oversell]												
		4	WPLG	10/16/12-10/22/12	M-F 2p Gen Hospital		2-3p			MTWThF----		:30	(\$175.00)	0.00	NM	
				See MG 27.8,27.9,27.10												
		5	WPLG	10/16/12-10/22/12	M-F 2p Gen Hospital		2-3p			MTWThF----		:30	(\$175.00)	0.00	NM	
				See MG 27.8,27.9,27.10												
		6	WPLG	10/16/12-10/22/12	M-F 2p Gen Hospital		2-3p			MTWThF----		:30	\$450.00	0.00	NM	
				Ⓜ MG for 27.3,27.1												
		7	WPLG	10/16/12-10/22/12	M-F 2p Gen Hospital		2-3p			MTWThF----		:30	\$450.00	0.00	NM	
				Ⓜ MG for 27.3,27.1												
		8	WPLG	10/16/12-10/22/12	M-F 2p Gen Hospital		2-3p			MTWThF----		:30	\$450.00	0.00	NM	
				Ⓜ MG for 27.5,27.4,27.2												
		9	WPLG	10/16/12-10/22/12	M-F 2p Gen Hospital		2-3p			MTWThF----		:30	\$450.00	0.00	NM	
				Ⓜ MG for 27.5,27.4,27.2												
		10	WPLG	10/16/12-10/22/12	M-F 2p Gen Hospital		2-3p			MTWThF----		:30	\$450.00	0.00	NM	
				Ⓜ MG for 27.5,27.4,27.2												
28	WPLG	10/20/12	10/20/12	9AM-Sat LCL 10 News	CM	9-10:30am	-----1-	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00	
				Local 10 News Saturd		(9:00 AM-9:30 AM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	-----1-		1	\$125.00		0.00							
29	WPLG	10/20/12	10/20/12	9AM-Sat LCL 10 News	CM	9-10:30am	-----1-	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00	
				Local 10 News Saturd		(9:30 AM-10:00 AM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	-----1-		1	\$125.00		0.00							
30	WPLG	10/20/12	10/20/12	9AM-Sat LCL 10 News	CM	9-10:30am	-----1-	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00	
				Local 10 News Saturd		(10:00 AM-10:30 AM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	-----1-		1	\$125.00		0.00							
31	WPLG	10/21/12	10/21/12	9a-Sun LCL 10 News	CM	9-1030am	-----1	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00	
				9a-Sun LCL 10 News		(9:00 AM-9:30 AM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	-----1		1	\$125.00		0.00							
32	WPLG	10/21/12	10/21/12	9a-Sun LCL 10 News	CM	9-1030am	-----1	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00	
				9a-Sun LCL 10 News		(9:30 AM-10:00 AM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	-----1		1	\$125.00		0.00							
33	WPLG	10/21/12	10/21/12	9a-Sun LCL 10 News	CM	9-1030am	-----1	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00	
				9a-Sun LCL 10 News		(10:00 AM-10:30 AM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	-----1		1	\$125.00		0.00							



WPLG

Print Date: 10/12/12

Page 13 of 18

Contract / Revision 261113 Flight Dates 10/16/12-10/22/12Hiatus DatesOriginal Date / Revision 10/12/12/ 10/12/12Order Sep 00:15:00Advertiser Pol/B Obama/Pres/DProduct OBAMA SCHED CEstimate # 1897

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>			
														Spots	Amount		
34	WPLG	10/21/12	10/21/12	This Week (ABC)	CM	1030-1130am	-----1	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00		
This Week (ABC) (10:30 AM-11:30 AM)																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week: 10/15/12		10/21/12	-----1			1	\$250.00	0.00									
35	WPLG	10/21/12	10/21/12	TWISF/Michael Putney	CM	1130a-1230p	-----1	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00		
This Week in South F (11:30 AM-12:00 PM)																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week: 10/15/12		10/21/12	-----1			1	\$100.00	0.00									
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>					<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WPLG	10/15/12-10/21/12	TWISF/Michael Putney		1130a-1230p	(11:30 AM-12:00 PM)				Su	:30	(\$100.00)	0.00	NM			
See MG 35.2																	
2	WPLG	10/21/12-10/21/12	TWISF/Michael Putney		1130a-1230p					Su	:30	\$100.00	0.00	NM			
(M) MG for 35.1 10/21 [Time Period Change: TWISF will air 1130-1230]																	
36	WPLG	10/16/12	10/22/12	M-F 3p Katie Couric	CM	3-4p				MTWTF--	:30	7	\$250.00	P-2	0.00	NM	
Katie Couric (3:00 PM-4:00 PM)																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week: 10/16/12		10/22/12	MTWTF--			7	\$250.00	0.00									
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WPLG	10/16/12-10/22/12	M-F 3p Katie Couric		3-4p	(3:00 PM-4:00 PM)	MTWThF---		:30	(\$250.00)	0.00	NM					
See MG 36.8,36.9,36.10,36.11,36.12,36.13,36.14																	
2	WPLG	10/16/12-10/22/12	M-F 3p Katie Couric		3-4p					MTWThF---	:30	(\$250.00)	0.00	NM			
See MG 36.8,36.9,36.10,36.11,36.12,36.13,36.14																	
3	WPLG	10/16/12-10/22/12	M-F 3p Katie Couric		3-4p					MTWThF---	:30	(\$250.00)	0.00	NM			
See MG 36.8,36.9,36.10,36.11,36.12,36.13,36.14																	
4	WPLG	10/16/12-10/22/12	M-F 3p Katie Couric		3-4p					MTWThF---	:30	(\$250.00)	0.00	NM			
See MG 36.8,36.9,36.10,36.11,36.12,36.13,36.14																	
5	WPLG	10/16/12-10/22/12	M-F 3p Katie Couric		3-4p					MTWThF---	:30	(\$250.00)	0.00	NM			
See MG 36.8,36.9,36.10,36.11,36.12,36.13,36.14																	
6	WPLG	10/16/12-10/22/12	M-F 3p Katie Couric		3-4p					MTWThF---	:30	(\$250.00)	0.00	NM			
See MG 36.8,36.9,36.10,36.11,36.12,36.13,36.14																	
7	WPLG	10/16/12-10/22/12	M-F 3p Katie Couric		3-4p					MTWThF---	:30	(\$250.00)	0.00	NM			
See MG 36.8,36.9,36.10,36.11,36.12,36.13,36.14																	
8	WPLG	10/16/12-10/22/12	M-F 3p Katie Couric		3-4p					MTWThF---	:30	\$500.00	0.00	NM			
(M) MG for 36.1,36.3,36.6,36.4,36.5,36.2,36.7																	
9	WPLG	10/16/12-10/22/12	M-F 3p Katie Couric		3-4p					MTWThF---	:30	\$500.00	0.00	NM			
(M) MG for 36.1,36.3,36.6,36.4,36.5,36.2,36.7																	
10	WPLG	10/16/12-10/22/12	M-F 3p Katie Couric		3-4p					MTWThF---	:30	\$500.00	0.00	NM			
(M) MG for 36.1,36.3,36.6,36.4,36.5,36.2,36.7																	
11	WPLG	10/16/12-10/22/12	M-F 3p Katie Couric		3-4p					MTWThF---	:30	\$500.00	0.00	NM			
(M) MG for 36.1,36.3,36.6,36.4,36.5,36.2,36.7																	
12	WPLG	10/16/12-10/22/12	M-F 3p Katie Couric		3-4p					MTWThF---	:30	\$500.00	0.00	NM			
(M) MG for 36.1,36.3,36.6,36.4,36.5,36.2,36.7																	
13	WPLG	10/16/12-10/22/12	M-F 3p Katie Couric		3-4p					MTWThF---	:30	\$500.00	0.00	NM			
(M) MG for 36.1,36.3,36.6,36.4,36.5,36.2,36.7																	
14	WPLG	10/16/12-10/22/12	M-F 3p Katie Couric		3-4p					MTWThF---	:30	\$500.00	0.00	NM			
(M) MG for 36.1,36.3,36.6,36.4,36.5,36.2,36.7																	
37	WPLG	10/16/12	10/22/12	M-F 4p Dr Oz	CM	4-5p				MTWTF--	:30	5	\$275.00	P-2	0.00	NM	
Dr Oz (4:00 PM-4:30 PM)																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					



WPLG

Print Date: 10/12/12

Page 15 of 18

Contract / Revision

261113

Flight Dates 10/16/12-10/22/12

Hiatus DatesOriginal Date / Revision

10/12/12/ 10/12/12

Order Sep 00:15:00

Advertiser Pol/B Obama/Pres/DProduct OBAMA SCHED CEstimate # 1897

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
38	WPLG	10/16/12	10/22/12	M-F 4p Dr Oz	CM	4-5p	MTWTF--	:30	5	\$275.00	P-2	0.00	NM	2	\$1,300.00	
Dr Oz (4:30 PM-5:00 PM)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	MTWTF--		5	\$275.00			0.00						
Spot	Ch	Date Range		Description		Start/End Time				Weekdays		Length		Rate	Rtg	Type
1	WPLG	10/16/12-10/22/12	M-F 4p Dr Oz			4-5p	(4:30 PM-5:00 PM)			MTWThF----		:30	(\$275.00)	0.00	NM	
See MG 38.6,38.7 [oversell]																
2	WPLG	10/16/12-10/22/12	M-F 4p Dr Oz			4-5p	(4:30 PM-5:00 PM)			MTWThF----		:30	(\$275.00)	0.00	NM	
See MG 37.6,37.7,37.8,37.9,37.10,37.11,37.12,37.13																
3	WPLG	10/16/12-10/22/12	M-F 4p Dr Oz			4-5p	(4:30 PM-5:00 PM)			MTWThF----		:30	(\$275.00)	0.00	NM	
See MG 37.6,37.7,37.8,37.9,37.10,37.11,37.12,37.13																
4	WPLG	10/16/12-10/22/12	M-F 4p Dr Oz			4-5p	(4:30 PM-5:00 PM)			MTWThF----		:30	(\$275.00)	0.00	NM	
See MG 38.6,38.7 [oversell]																
5	WPLG	10/16/12-10/22/12	M-F 4p Dr Oz			4-5p	(4:30 PM-5:00 PM)			MTWThF----		:30	(\$275.00)	0.00	NM	
See MG 37.6,37.7,37.8,37.9,37.10,37.11,37.12,37.13																
6	WPLG	10/16/12-10/22/12	M-F 4p Dr Oz			4-5p	(4:30 PM-5:00 PM)			MTWThF----		:30	\$650.00	0.00	NM	
(M) MG for 38.4,38.1																
7	WPLG	10/16/12-10/22/12	M-F 4p Dr Oz			4-5p	(4:30 PM-5:00 PM)			MTWThF----		:30	\$650.00	0.00	NM	
(M) MG for 38.4,38.1																
39	WPLG	10/16/12	10/22/12	M-F 5p LCL News	CM	5-6p	MTWTF--	:30	5	\$325.00	P-2	0.00	NM	5	\$1,625.00	
Local 5p News (5:00 PM-5:30 PM)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	MTWTF--		5	\$325.00			0.00						
40	WPLG	10/16/12	10/22/12	M-F 5p LCL News	CM	5-6p	MTWTF--	:30	5	\$325.00	P-2	0.00	NM	5	\$1,625.00	
Local 5p News (5:30 PM-6:00 PM)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	MTWTF--		5	\$325.00			0.00						
41	WPLG	10/16/12	10/22/12	M-F 6p LCL News	CM	6-630pm	MTWTF--	:30	5	\$550.00	P-2	0.00	NM	5	\$2,750.00	
M-F Local News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	MTWTF--		5	\$550.00			0.00						
42	WPLG	10/20/12	10/20/12	Sa Wknd Early News	CM	Various	-----1-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00	
Sa Weekend Early New (6:30 PM-7:00 PM)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	-----1-		1	\$350.00			0.00						
Spot	Ch	Date Range		Description		Start/End Time				Weekdays		Length		Rate	Rtg	Type
1	WPLG	10/15/12-10/21/12	Sa Wknd Early News			Various	(6:30 PM-7:00 PM)			Sa--		:30	(\$350.00)	0.00	NM	
See MG 42.2																
2	WPLG	10/15/12-10/21/12	Sports Saturday during Colle	7-8P			-----Sa--					:30	\$350.00	0.00	NM	
(M) MG for 42.1 10/20																
43	WPLG	10/21/12	10/21/12	Su Wknd Early News	CM	various	-----1	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00	
Sunday Weekend Early																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	-----1		1	\$375.00			0.00						
44	WPLG	10/16/12	10/22/12	M-F 7p Wheel of Fortune	CM	7-730pm	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00	
M-F Wheel of Fortune																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	MTWTF--		5	\$800.00			0.00						
45	WPLG	10/16/12	10/22/12		CM	730-8pm	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00	



WPLG

Print Date: 10/12/12

Page 16 of 18

Contract / Revision 261113 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/12/12/ 10/12/12

Order Sep 00:15:00

Advertiser Pol/B Obama/Pres/D

Product OBAMA SCHED C

Estimate # 1897.



WPLG

Print Date: 10/12/12

Page 17 of 18

Contract / Revision 261113 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/12/12 / 10/12/12

Order Sep 00:15:00

Advertiser Pol/B Obama/Pres/D

Product OBAMA SCHED C

Estimate # 1897



WPLG

Print Date: 10/12/12

Page 18 of 18

Contract / Revision **261113** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/12/12/ 10/12/12

Order Sep 00:15:00

Advertiser Pol/B Obama/Pres/D

Product OBAMA SCHED C

Estimate # 1897

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Totals Amount
57	WPLG	10/16/12	10/22/12	M-F 11-1135P M-F 11-1135P	CM	11-1135P	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	5 \$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/16/12	10/22/12	MTWTF--		5				\$700.00		0.00		
58	WPLG	10/20/12	10/20/12	M-Su LR Late News M-Su Late Run Late N	CM	Various (11:00 PM-11:35 PM)	-----1-	:30	1	\$350.00	P-2	0.00	NM	1 \$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/15/12	10/21/12	-----1-		1				\$350.00		0.00		
59	WPLG	10/21/12	10/21/12	SUN 11-1130P SUN 11-1135P	CM	11-1135P (11:00 PM-11:35 PM)	-----1	:30	1	\$600.00	P-2	0.00	NM	1 \$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/15/12	10/21/12	-----1		1				\$600.00		0.00		
60	WPLG	10/16/12	10/22/12	M-F 1135-12:06a Nightline M-F Nightline	CM	1135p-1206am (11:35 PM-12:02 XM)	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5 \$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/16/12	10/22/12	MTWTF--		5				\$300.00		0.00		
61	WPLG	10/16/12	10/22/12	M-F 12:06-1:06a Kimmel M-F Kimmel	CM	1206-106a	MTWTF--	:30	5	\$120.00	P-2	0.00	NM	5 \$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/16/12	10/22/12	MTWTF--		5				\$120.00		0.00		
62	WPLG	10/20/12	10/20/12	College FB Sat Prime 8p College FB Sat Prime	CM	8-11:30P (8:00 PM-11:30 PM)	-----1-	:30	1	\$5,000.00	P-2	0.00	NM	1 \$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/15/12	10/21/12	-----1-		1				\$5,000.00		0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg Type</u>	
	1	WPLG	10/15/12-10/21/12	College FB Sat Prime 8p See MG 62.2		8-11:30P (8:00 PM-11:30 PM)				-----Sa--	:30(\$5,000.00)	0.00	NM	
	2	WPLG	10/20/12-10/20/12	Miami vs FSU See MG 62.3		8-1130PM				-----Sa--	:30(\$5,000.00)	0.00	NM	
	3	WPLG	10/20/12-10/20/12	Miami vs FSU MG for 62.2 10/20		8-1130PM				-----Sa--	:30\$15,000.00	0.00	NM	
N63	WPLG	10/16/12	10/22/12	M-F 9a Live/Kelly Live With Kelly	CM	9-10a	MTWTF--	:30	1	\$600.00	P-2	0.00	NM	2 \$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/15/12	10/21/12	-TWTF--		1				\$600.00		0.00		
		Week: 10/22/12	10/28/12	M-----		1				\$600.00		0.00		
N64	WPLG	10/16/12	10/22/12	SAT 5:30am LCL News CM SAT/5:30a-6a LCL News	CM	5:30a-6a	-----S-	:30	1	\$25.00	LUR	0.00	NM	1 \$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/15/12	10/21/12	-----S-		1				\$25.00		0.00		
		Week: 10/22/12	10/28/12	-----		0				\$0.00		0.00		

Totals **168\$122,500.00**